

# ArthroCare Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

ArthroCare Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between ArthroCare Corporation and its competitors. This provides our Clients with a clear understanding of ArthroCare Corporation position in the [Healthcare Equipment and Supplies](#) Industry.

The report contains detailed information about ArthroCare Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for ArthroCare Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The ArthroCare Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes ArthroCare Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of ArthroCare Corporation business.

## **About ArthroCare Corporation**

ArthroCare Corporation, a medical device company, develops, manufactures, and markets surgical products.

### **Business Units**

The company's business is divided into three business units: Sports Medicine, Ear Nose and Throat (ENT), and Spine. Each of the Sports Medicine, ENT, and Spine business units market and sell their products in two principal geographic markets: Americas (North and South America) and International (all other geographies).

#### **Sports Medicine Business Unit**

Sports Medicine business unit focuses on the development, production, and marketing of surgical products used in the treatment of soft tissue injuries, mostly in the shoulder, knees and hips.

The ArthroWand Product Line: ArthroWand product line is the principal product line in Sports Medicine. This line features a series of Coblation based specialized disposable radio frequency surgical wands designed for single patient use to treat orthopedic

conditions, including injuries of the shoulder, knee, hip, foot, ankle, elbow and wrist. ArthroWands are used with a controller, a software based radio frequency generator that provides electromagnetic energy used to create the localized plasma for tissue removal in arthroscopic surgeries for ablation, resection, and coagulation of soft tissue and to seal bleeding vessels.

**The Opus Collection:** In 2004, the company acquired Opus Medical, Inc., a manufacturer of a proprietary family of specialized implants and instruments including the Opus AutoCuff System, which facilitates a 'knotless' arthroscopic repair of the rotator cuff.

In 2005, the company introduced another device to the Opus Collection, the LabraFix System, which uses technology similar to the AutoCuff System to facilitate knotless arthroscopic repair of connective tissue in the portion of the shoulder known as the labrum. This product line includes other anchors, such as the TwinLock to treat partial or avulsed tears of the rotator cuff, Magnum M (Metal) and Magnum MP (PEEK) anchors for use in double row anchor repairs of the rotator cuff, and the SpeedScrew, a knotless screw in type anchor made of PEEK material designed to maximize fixation of tendon to bone in rotator cuff repairs.

**The Atlantech Collection:** The products in the Atlantech Collection include a line of hand-held surgical instruments, procedural kits and trays and reusable accessories to facilitate arthroscopic surgery.

## ENT Business Unit

ENT business unit focuses on the development, production and marketing of surgical products used in the treatment of conditions affecting soft tissues in the ear, nose and throat.

## ENT Products

**The ENT Wands Product Line:** ENT has developed a variety of products for use by ENT surgeons for general head, neck and oral surgical procedures, including sinus surgery, the treatment of snoring, reduction of nasal turbinates, and adenoid and tonsil removal. ENT markets three categories of disposable devices, or wands, to address the ENT Market—suction wands, channeling wands and excision wands, each of which use Coblation technology.

The Rapid Rhino Product Line: In 2005, the company completed the purchase of all of the assets of Applied Therapeutics, Inc., or ATI, a maker of sinus surgery treatment products, that are complementary to ENT devices. ATI's carboxymethyl-cellulose based packing and tamponade products are used in situations of significant nosebleed, or epistaxis, treatments which are treated in an emergency room setting or surgicenter. Rapid Rhino product line includes the dissolvable Stammberger Sinus Dressing and Sinu Knit, which are used after endoscopic sinus surgery to control minor bleeding, facilitate epithelial healing and preserve the spatial integrity of the sinus area. Rapid Rhino product line also includes epistaxis balloon tamponade products, which are used primarily in the hospital emergency room environment to control chronic nosebleeds.

### Spine Business Unit

Spine business unit focuses on the development, production and marketing of surgical products used in the treatment of spine-related conditions.

SpineWand Product Line: The SpineWand devices use Coblation-based technology to treat soft tissue (intervertebral disc) conditions in the spine.

The company's Plasma Disc Decompression, or PDD, SpineWands are products for the treatment of contained herniated discs. The PDD SpineWands remove portions of these herniated discs to relieve pressure on major spinal nerves and are designed for use in both large and small disc spaces, as well as for treatments requiring the removal of soft tissue in the spine through a much smaller incision rather than through a cannula. Cavity SpineWand is used to reduce the size of malignant lesions within the vertebrae in patients suffering from spinal compression fractures resulting from benign and malignant tumors.

The Parallax Product Line: In 2004, the company acquired Medical Device Alliance, Inc. and its majority-owned subsidiary, Parallax Medical, which offers products for the treatment of vertebral compression fractures.

The Parallax product line includes needles for vertebral access and bone biopsy, cement delivery systems, bone cement with opacifiers and ancillary devices; all of which permit repair of vertebral compression fractures.

### Sales and Marketing

The company's international sales activities are focused on markets where it sells

direct, including several countries in Western Europe and Australia, as well as strategic growth markets, including India, China and Russia.

## Customers

The company's primary customers across all of its business units are surgeons and other specialized medical professionals who utilize products to treat their patients.

## Competition

The company's primary competitors across all of business units include Medtronic, Inc., Smith & Nephew, Stryker Corporation, Johnson & Johnson, Cardinal Health/Allegiance, Olympus (through its subsidiary Gyrus), Arthrex, Inc. and Cook Medical.

## History

ArthroCare Corporation was founded in 1993.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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